



**WBQH**  
**1050AM SILVER SPRING, MD**

**COMMUNITY COMMITMENT REPORT**  
**1<sup>ST</sup> QUARTER 2012**  
**JANUARY 1<sup>ST</sup> • MARCH 31<sup>ST</sup>**

**MELVIN R. CHASE, JR.**  
**DIRECTOR OF PUBLIC AFFAIRS**  
**NEWS ADMINISTRATOR**

**TABLE OF CONTENTS**

<i>Section I</i>	PUBLIC AFFAIRS AND SPORTS PROGRAMMING
<i>Section II</i>	PARENTS PERSPECTIVE
<i>Section III</i>	MUSIC AND THE SPOKEN WORD
<i>Section IV</i>	OF CONSUMING INTERESTS
<i>Section V</i>	ASCERTAINMENT
<i>Section VI</i>	PUBLIC SERVICE ANNOUNCEMENTS

**PUBLIC AFFAIRS PROGRAMS**

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and thought-provoking hosts. All programs air every Sunday.

***PARENTS PERSPECTIVE***

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

***OF CONSUMING INTERESTS***

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

***MUSIC AND THE SPOKEN WORD***

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

**SPORTS PROGRAMMING**

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

**PARENTS PERSPECTIVE**

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

- 🎧 Mar. 25<sup>th</sup>  
PP #1 • 4:30am • 28 min • Twin Siblings  
PP #2 • 5:00am • 28 min • Foster Parenting
- 🎧 Mar. 18<sup>th</sup>  
PP #1 • 4:30am • 28 min • Bereavement Camps  
PP #2 • 5:00am • 28 min • Picky Eaters
- 🎧 Mar. 11<sup>th</sup>  
PP #1 • 4:30am • 28 min • Environmental Education  
PP #2 • 5:00am • 28 min • Raising a Child with Juvenile Diabetes
- 🎧 Mar. 4<sup>th</sup>  
PP #1 • 4:30am • 28 min • Understanding Stressed Behavior  
PP #2 • 5:00am • 28 min • Playground Safety
- 🎧 Feb. 26<sup>th</sup>  
PP #1 • 4:30am • 28 min • Cooking  
PP #2 • 5:00am • 28 min • Special Kids Needs
- 🎧 Feb. 19<sup>th</sup>  
PP #1 • 4:30am • 28 min • Hearing  
PP #2 • 5:00am • 28 min • Kids as Storytellers
- 🎧 Feb. 12<sup>th</sup>  
PP #1 • 4:30am • 28 min • Advertising to Kids in Cyberspace  
PP #2 • 5:00am • 28 min • Home Alone
- 🎧 Feb. 5<sup>th</sup>  
PP #1 • 4:30am • 28 min • Children's Friendship  
PP #2 • 5:00am • 28 min • Travel with Children
- 🎧 Jan. 29<sup>th</sup>  
PP #1 • 4:30am • 28 min • Plugged In Kids  
PP #2 • 5:00am • 28 min • Winter Volunteers

**WBQH • CCR 1<sup>ST</sup> QUARTER 2012 • JANUARY 1<sup>ST</sup> – MARCH 31<sup>ST</sup>**

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 Jan. 22<sup>nd</sup>

PP #1 • 4:30am • 28 min • Dr. Riley's Box

PP #2 • 5:00am • 28 min • Kids Food

 Jan. 15<sup>th</sup>

PP #1 • 4:30am • 28 min • Ethics For Children

PP #2 • 5:00am • 28 min • Depression In Children

 Jan. 8<sup>th</sup>

PP #1 • 4:30am • 28 min • Color Theory

PP #2 • 5:00am • 28 min • Raising Self Starters

 Jan. 1<sup>st</sup>

PP #1 • 4:30am • 28 min • Adopting Hard To Place Children

PP #2 • 5:00am • 28 min • Spirituality For Teens

**MUSIC AND THE SPOKEN WORD**

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

🎧 Mar. 25<sup>th</sup> • 4:00am • 28:00 min

🎧 Mar. 18<sup>th</sup> • 4:00am • 28:00 min

🎧 Mar. 11<sup>th</sup> • 4:00am • 28:00 min

🎧 Mar. 4<sup>th</sup> • 4:00am • 28:00 min

🎧 Feb. 26<sup>th</sup> • 4:00am • 28:00 min

🎧 Feb. 19<sup>th</sup> • 4:00am • 28:00 min

🎧 Feb. 12<sup>th</sup> • 4:00am • 28:00 min

🎧 Feb. 5<sup>th</sup> • 4:00am • 28:00 min

🎧 Jan. 29<sup>th</sup> • 4:00am • 28:00 min

🎧 Jan. 22<sup>nd</sup> • 4:00am • 28:00 min

🎧 Jan. 15<sup>th</sup> • 4:00am • 28:00 min

🎧 Jan. 8<sup>th</sup> • 4:00am • 28:00 min

🎧 Jan. 1<sup>st</sup> • 4:00am • 28:00 min

**OF CONSUMING INTERESTS**

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- 🎧 Mar. 25<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Investing For The Future  
OCI #2 • 6:00am • 25:00 min • Foot Health (encore)
- 🎧 Mar. 18<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Hospice of Chesapeake  
OCI #2 • 6:00am • 25:00 min • Sexting
- 🎧 Mar. 11<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Maxine Sweet  
OCI #2 • 6:00am • 25:00 min • FCC
- 🎧 Mar. 4<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Rubin  
OCI #2 • 6:00am • 25:00 min • Foot Health
- 🎧 Feb. 26<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • March Connell  
OCI #2 • 6:00am • 25:00 min • Jennifer Cushinh Hearing
- 🎧 Feb. 19<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • National Retail Federation  
OCI #2 • 6:00am • 25:00 min • School Food (encore)
- 🎧 Feb. 12<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Competitiveness  
OCI #2 • 6:00am • 25:00 min • Music Institute
- 🎧 Feb. 5<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Eye Health  
OCI #2 • 6:00am • 25:00 min • School Food
- 🎧 Jan. 29<sup>th</sup>  
OCI #1 • 5:30am • 25:00 min • Heart Health  
OCI #2 • 6:00am • 25:00 min • Peter Van Buskirk

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 Jan. 22<sup>nd</sup>

OCI #1 • 5:30am • 25:00 min • Joan Goldwasser

OCI #2 • 6:00am • 25:00 min • John Crawford Moving

 Jan. 15<sup>th</sup>

OCI #1 • 5:30am • 25:00 min • Health Privacy

OCI #2 • 6:00am • 25:00 min • Patient Safety

 Jan. 8<sup>th</sup>

OCI #1 • 5:30am • 25:00 min • Carfax

OCI #2 • 6:00am • 25:00 min • Ben Chavis

 Jan. 1<sup>st</sup>

OCI #1 • 5:30am • 25:00 min • Card Act

OCI #2 • 6:00am • 25:00 min • Motorist Issues



**ASCERTAINMENT**

As part of our continuing effort to serve our listeners, WBGH talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: The Economy, Energy Policy, and Transportation. For the fourth straight quarter, The Economy leads all categories but Energy Policy, specifically gas prices, is charging up the rankings.

The Top Issues were:

1. The Economy
2. Energy Policy
3. Transportation
4. Health Care
5. Education
6. Crime and Public Safety
7. Government Accountability
8. Immigration Reform

**PUBLIC SERVICE CAMPAIGNS**

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- 🎧 Childhood Asthma
- 🎧 College Access Campaign
- 🎧 Drunk Driving Prevention
- 🎧 Employment Opportunities
- 🎧 Health and Wellness
- 🎧 High School Dropout Prevention
- 🎧 Hispanic Scholarship Fund
- 🎧 Immigration Reform
- 🎧 Internship Opportunities
- 🎧 Nutrition Education
- 🎧 Underage Drinking Prevention